

Comparisons of Job Characteristics

Focus Occupation: [Demonstrators and Product Promoters \(41-9011\)](#)

Associated Occupation: [Merchandise Displayers and Window Trimmers \(27-1026\)](#)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 78

Focus Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation: Merchandise Displayers and Window Trimmers (27-1026)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Customer and Personal Service	11.3	11.4	12.3	0	Current knowledge level may be sufficient
Sales and Marketing	5.2	10.2	11.3	>	Current knowledge level is likely sufficient
Design	5.2	8.5	1.3	<<	Extensive education and/or training may be required
Fine Arts	2.2	4.5	1.2	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 87

Focus Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation: Merchandise Displayers and Window Trimmers (27-1026)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Active Listening	11.0	10.8	11.9	>	Skill level is likely sufficient
Operations Analysis	5.0	4.8	6.0	>	Skill level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 69

Focus Occupation: Demonstrators and Product Promoters (41-9011)
Associated Occupation: Merchandise Displayers and Window Trimmers (27-1026)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Visualization	7.5	12.5	8.5	<<	Extensive improvement in abilities may be required
Extent Flexibility	4.8	11.6	4.1	<<	Extensive improvement in abilities may be required
Trunk Strength	5.7	9.7	6.4	<<	Extensive improvement in abilities may be required
Static Strength	5.0	9.1	5.0	<<	Extensive improvement in abilities may be required
Visual Color Discrimination	6.4	9.1	6.4	<<	Extensive improvement in abilities may be required
Gross Body Coordination	3.9	8.6	4.0	<<	Extensive improvement in abilities may be required
Stamina	4.0	7.8	4.4	<<	Extensive improvement in abilities may be required
Gross Body Equilibrium	3.2	7.4	2.9	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 73

Focus Occupation: Demonstrators and Product Promoters (41-9011)
Associated Occupation: Merchandise Displayers and Window Trimmers (27-1026)

Work Activities	Exclusivity of Activity
Arrange merchandise display	76
Assemble advertising displays	87
Conduct training for personnel	30
Maintain records, reports, or files	5

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 39

Focus Occupation: Demonstrators and Product Promoters (41-9011)
Associated Occupation: Merchandise Displayers and Window Trimmers (27-1026)

Tools and Technologies	Exclusivity
Cameras	2
Computers	1

Content authoring and editing software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.